

TEACHERS' RETIREMENT BOARD

REGULAR MEETING

SUBJECT: Briefing on Customer Service Training – A Key
Strategy in Support of Customer Service

ITEM NUMBER: 9

ATTACHMENT(S):

ACTION: _____

DATE OF MEETING: December 5, 2002

INFORMATION: X

PRESENTER(S): Kathleen Evans

SUMMARY

In support of the Customer Service Initiative, we are developing training resources to enhance the customer service competencies and skills of our frontline employees. *Achieving Stellar Customer Service* is a comprehensive series of training workshops which blend classic customer service concepts with new research and content. Because it is a multi-dimensional systems approach rather than a singular training class, it will assist CalSTRS in meeting the training challenges of the Customer Service Initiative. The eleven workshops are 4 - hour modules designed to be delivered in a traditional classroom format. The modules can be mixed and matched as needed. CalSTRS is prepared to deliver the workshops internally with existing Quality and Training (Q&TS) Quality and Training staff.

DISCUSSION:

Achieving Stellar Customer Service was developed by AchieveGlobal in partnership with more than 200 leading organizations around the world and reflects the best of everything they have learned in the past 30 years about the connection between customer satisfaction, employee satisfaction and organizational profitability.

This blend instills consistent organization-wide philosophies, beliefs and behaviors toward a culture of providing stellar customer service. The workshops provide the skills and knowledge to approach all customer interactions from three critical dimensions:

- The **human** dimension refers to each customer's unique human or emotional needs. It is the way customers are treated during each interaction, whether face to face, voice to voice, or click to click.
- The **business** dimension refers to the actual need that prompts a customer to seek service.
- The **hidden** dimension refers to everything that goes on "behind the scenes" for the service provider, including policies, procedures and processes.

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The training system's modular design allows participants to learn a range of skills – foundational, situational, supervisory and strategic – in the most effective and efficient way available. Four workshops build on one another to offer training solutions at every level, thus aligning service strategies with service behaviors throughout the organization.

The Quality and Training Services team has completed the certification requirements necessary to purchase and train *Achieving Stellar Customer Service* modules and is currently developing strategies for enterprise-wide implementation. We anticipate the first workshops being held as early as January 2003 for new Public Service Office employees.